BOARD MEETING MINUTES
(July 23, 2015)

Location
Carnegie Building
1188 E. 2nd Ave.
Durango, CO

Board Members Present:
Werner Heiber
Kurt Schneider
Laura Moorefield
Paul Senecal
Peter May-Ostendorp
Lew Pratsch
Mark McKibben
Heather Erb and Tom Holcomb arrived at 3:10pm.
Mary Beth Miles arrived at 3:13pm.

Absent:
Jack Turner

4CORE Staff in Attendance:
Karen Streeter, Executive Director

Guests:
na

CALL TO ORDER – Werner calls meeting to order at 3:05pm.

➢ No introductions. No guests.

OLD BUSINESS
➢ Review & approval of the previous meetings minutes (June 25, 2015)
  o After brief discussion, agreed to amend statements by the city and Kurt regarding the 2014 budgeting process and the city’s process for accepting 2015 applications.
  o Motion: Werner moves to approve the June 25, 2015 minutes. Heather, seconds. Vote: 9 in favor, 0 opposed.

NEW BUSINESS
➢ Financial Update, Kurt Schneider, Treasurer
  o Kurt appealed for board members to make their annual contributions as soon as possible
  o The board will be asked to assist with some fundraising.
  o We will not achieve our current budget without additional donors, sponsors, and fundraising.
  o About $68k in current cash accounts. $7k in receivables, mostly through the city.
➢ Ending 2015 in the Green, ED
  o Karen presented her plan for covering deficits by year’s end.
Goal to have 5 home parties by year’s end, aiming for at least $100. Board members in govt positions would not be expected to do this.

Potential: host in home, host at a friendly local business (e.g. RSBP graduates).

Staff support: eVites, soliciting donations of wine, etc. The board members need to speak about why it matters.

Karen will also be digging through our donor database/history. Specific direct mail campaign.

Speaking with community orgs to try to raise $1,000

Micro grant startup grant request to the city for youth advisory efforts

Trying to put together a fundraising event like a home spotlight; PassivHaus is potential; Calwell house potential

ZNE home event in the fall could be a great place to announce our plans and vision going forward

Why 4CORE?

Karen would like to bring in a pro bono PR firm to assist with this.

Werner: how to get the community to care?

Pete: what about our press release to let people know about Karen, that 4CORE is back and operational?

Heather: we should share our elevator pitches for these events

Karen: I recommend we revisit our mission statement and do some minor strategic planning

Program/operational updates, Karen Streeter, ED

Largest concerns: we have to increase our visibility in the community

Solarize Archuleta

Paul has attended 3 meetings with potential steering committee. Originally 10 people at the meeting, settling into a core group of 7. Took several meetings for concept to sink in that steering committee is going to have to spearhead the work.

As of last meeting, volunteer chair has been running the meeting.

Bookkeeper, technology committee, marketing committee, chairperson.

30 homes is current production goal, commercial OR residential. 100 kW. Rolling out by 9/15, leaving enrollment open until end of January 2016. Installs during spring, summer 2016.

Environmental Justice Program PV grant

Need to understand if we can use the same process.

Looking to hire a program manager to assist and to support Solarize Archuleta, 3 days/wk. Community organizer, volunteer coordination experience, fundraising experience.

HomeRx

Goal for 2015 was for 40 residential audits; we’re at 18. The conversion rate is not too low.
o Commercial, we’re at 5 of 20 audits.

o Looking to more aggressively promote the program. The most responsive mechanism has been the water bill inserts.

o Heather: what about pitching to realtors?

o Mary Beth: what about Bayfield and Ignacio bill inserts? Is there something we can do for county residents?

o Heather: we need a 10-minute pitch slide deck on this program that anyone could deliver

o Energy code training

  o We did a code training today on updated 2012-2015 codes with ~20 participants

  o Mark: for many architects, engineers, they need to get continuing education credit from code training

o Alternative fuels

  o State has put out RFP on alternative fuels, CLEER not applying. Denver’s Clean Cities will apply and try to keep us on the team.

  o Karen: we need to evaluate the value of coordinating alt fuel events given the low number of participants that we can get at some of the alt fuel events; will ask Sarah about her interest in other topics if alt fuel volume is low

  o Kurt: Telluride alt fuel event was required by our grant, so 10 people at an event wasn’t actually that bad of a turnout for San Miguel county

  o Mark: we could also open these meetings up to teleconference participation so that distance isn’t a factor

o Youth Advisory Board

  o Karen distributed a draft of the plan/application form, doing outreach with local schools, starting to recruit with the goal of getting a board organized by October. Idea that they would create a small fundraiser to help with the costs of the youth advisory board; help extend outreach in the community.

  o Where can we go that reaches beyond 9-R? Mark suggests 4H as a potentially large umbrella organization.

  o Mary Beth: the city has a youth engagement program, students from DHS and Animas High School. Largest challenge we have is transportation and scheduling for meetings. Mary Beth manages the program.

  o Werner: what about the college and environmental center? Dan Garner ran a sustainability program at the high school. What about community advisory board?

  o Tom: for 2016, Boulder RCC, one of their most popular programs was a competition between school districts to implement sustainability goals.

  o Karen looking for YPOD young professionals to be the liaisons for this group so that it doesn’t take as much of the staff’s time.
o Miscellaneous

➢ Key Funding Partners

o County application due 7/31
  o Could we be a contract employee like the LPC Humane Society?
  o Mark: I would say it’s prudent to submit for the same amount as last year
  o Mark: new sheriff, what can we do with the vehicle fleet? We need a fast-fill station if we’re going to do this.
  o Kurt: Sparx(sp?) has a signed agreement. By April/May 2016, should have a fast-fill station across from Walmart.

o City of Durango application due 7/27
  o Strategy: completely listening to the city regarding to process. Building a proposal completely based on the city’s sustainability action plan, adopted by City Council on Tuesday.
  o Karen to meet with Mary Beth in a couple of weeks to review current ideas.

o One of Karen’s major focus areas now: who are the funders and what do they want/need?
  o There is consistency between the goals of the county and city. We need to be in alignment with these entities. Consistency in education/outreach, programs, etc. in what we’re offering the various partners.

o Which resources?
  o Home efficiency, alternative fuels, water use, food sustainability, business efficiency
  o Need to work on the logo, image we’re projecting

  o Need to work with some local non-profits as well as for-profit businesses.

  o Want to help build a new look for us in terms of outreach and focus.

  o Challenges with LPEA:
    o we need recommendations on what we can do for them. We need to start the conversation
    o what can we do to support on-bill financing project? What is our role?

➢ RoundUp, LPEA, Werner

  o Werner encouraging people to check that they are rounding up on their bills. Wants to ensure that RoundUp is getting plugged in 4CORE’s materials.

➢ Pagosa Verde, Tom

  o 8/27, 8/28: annual symposium on water, policy, renewable energy topics. Panel format. Could be good content especially on water. Thursday is the better day subject matter-wise for the 4CORE board.

CALL TO ACTION
ADJOURNMENT – MEETING ADJOURNED AT 5:03 PM.

Next Meeting: Thursday, August 27, 2015 at 3pm.

Respectfully submitted by:
Peter May-Ostendorp, Secretary, 4CORE Board of Directors